

SUB 201

1. (Twice Amended) A method of promoting intellectual property, the method comprising:
providing a host station having at least one database, the at least one database including:
a plurality of intellectual property items; and
a description of each intellectual property item;

accessing said database and selecting one of said intellectual property items by a consumer station;

accessing the description associated with the selected intellectual property item from the consumer station;

sending survey information from the consumer station to the host station, the survey information of the selected intellectual property item based at least in part on the description of the selected intellectual property item; and

accessing the survey information from an industry station to thereby determine the interest in the selected intellectual property item based on the survey information.

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2. (Twice Amended) A method of promoting intellectual property according to claim 1, and further comprising summing the survey information from different stations for the selected intellectual property item.

3. (Twice Amended) A method of promoting intellectual property according to claim 2, wherein the survey information includes information reflective of a consumer's desire to purchase the selected intellectual property item.

4. (Twice Amended) A method of promoting intellectual property according to claim 1, wherein the survey information includes information reflective of a consumer's desire to purchase the selected intellectual property item.

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5. (Amended) A method of promoting intellectual property according to claim 4, and further comprising providing an incentive to a consumer at the consumer station for sending the survey information.

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11. (Amended) A method of promoting intellectual property according to claim 10, wherein the survey information is accessible at the Internet site by only the customer and industry stations, respectively.

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13. (Amended) A method of promoting intellectual property according to claim 12, wherein the at least one confidential information item is viewable only by the customer station at least partially holding the intellectual property item and by the industry station.

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18. (Amended) A method of promoting intellectual property online, the method comprising:

providing a host station having an Internet site and at least one database accessible at the Internet site, the at least one database including:

a plurality of intellectual property items; and

a description of each intellectual property item, the description having at least one general description item and at least one confidential description item;

selecting one of said intellectual property items by a consumer station connected to the host station;

viewing the at least one general description item associated with the selected intellectual property item from the consumer station;

selecting said one intellectual property item by an industry station connected to the host station; and

viewing the at least one confidential description item from the industry station;

whereby said at least one confidential description item is unavailable for view by the consumer station.

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19. (Amended) A method for promoting intellectual property according to claim 18, and further comprising:

sending feedback data on the selected intellectual property item from the consumer station to the host station, the feedback data including consumer survey information of the intellectual property item based at least in part on the description of the associated intellectual property item; and

accessing the feedback data from the industry station to thereby determine the degree of consumer interest in the selected intellectual property item based on the consumer survey information.

20. (Amended) A method for promoting intellectual property according to claim 19, wherein the consumer survey information includes information reflective of a consumer's desire to purchase the selected intellectual property item.

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24. (Amended) A method for promoting intellectual property according to claim 18, and further comprising selectively releasing the at least one confidential description item at the host station for view by the consumer station.

25. (Twice Amended) A processor-based system for promotion of intellectual property, the system comprising:

a host station having at least one database, the at least one database including:

a plurality of intellectual property items; and
a description of each intellectual property item;

means for selecting one of said intellectual property items by a consumer station and an industry station, respectively;

means for accessing the description associated with the selected intellectual property item from said consumer station and said industry station;

means for sending feedback data from the consumer station to the host station, the feedback data including consumer survey information of the selected intellectual property item based at least in part on the description of the selected intellectual property item; and

means for accessing the feedback data from an industry station to thereby determine the degree of consumer interest in the selected intellectual property item based on the consumer survey information.

26. (Twice Amended) A processor-based system for promoting intellectual property according to claim 25, and further comprising means for summing the consumer survey information from different consumer stations for the selected intellectual property item.

27. (Twice Amended) A processor-based system for promoting intellectual property according to claim 26, wherein the consumer survey information includes information reflective of a consumer's desire to purchase the selected intellectual property item.

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28. (Twice Amended) A processor-based system for promoting intellectual property according to claim 25, wherein the consumer survey information includes information reflective of a consumer's desire to purchase the selected intellectual property item.

33. (Amended) A processor-based system for promoting intellectual property according to claim 25, and further comprising:

means for sending from a customer station to a host station intellectual property data representative of an intellectual property item at least partially held by a customer at the customer station, the intellectual property data being included in the at least one database and comprising at least a description of the intellectual property item; and

means for displaying at least the description of the intellectual property item at the host station for view by the consumer and industry stations, respectively.

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35. (Amended) A processor-based system for promoting intellectual property according to claim 34, wherein the feedback data is accessible at the Internet site by only the customer and industry stations, respectively.

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37. (Amended) A processor-based system for promoting intellectual property according to claim 36, wherein the system includes means operable whereby the at least one confidential information item is viewable only by the customer station at least partially holding the intellectual property item and by the industry station.

42. (Amended) A processor-based system for promotion of intellectual property, the system comprising:

a host station having an Internet site and at least one database accessible at the Internet site, the at least one database including:

a plurality of intellectual property items; and

a description of each intellectual property item, the description having at least one general description item and at least one confidential description item;

means for selecting one of said intellectual property items by a consumer station connected to the host station;

means for viewing the at least one general description item associated with the selected intellectual property item from the consumer station;

means for selecting said one intellectual property item by an industry station connected to the host station; and

means for viewing the at least one confidential description item from the industry station;

whereby said at least one confidential description item is unavailable for view by the consumer station.